



**FOR IMMEDIATE RELEASE:**  
**2009 RHODE ISLAND**  
**INTERNATIONAL FILM FESTIVAL**  
**MEDIA RELEASE**

For Details, Photographs or Videos about RIIFF News Releases,  
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**RIIFF'S FIFTH ANNUAL "FIRST LOOK"**  
**PREMIERE SCREENING & CELEBRATION**  
*Preview Screening of New Short Films to Play the*  
*2009 Festival Highlights a Festive Evening*

**PROVIDENCE, RI** (March 5, 2009) – For the past five years, the **Rhode Island International Film Festival** (RIIFF) has held an unusual artistic event: a "First Look" of new and cutting-edge film work, while hosting a party to celebrate staff and friends who have made the Festival what it is today. Call it cake meets film with a champagne toast along the way. This year promises to be just as exciting when we present some of the amazing new short films that we will showcase at RIIFF in August.

With more than 7,000 film festivals across the globe, only 63 are qualifiers for the Academy of Motion Picture Arts and Sciences (the "Oscars.") RIIFF is one of these 63 and the only AA qualifier in New England. In 2008, many of the films that had their premieres at RIIFF went on shorts lists for Academy consideration; three went on to receive the final nominations. One film: "Spielzeugland (Toyland)" by German director, Jochen Alexander Freydank, won!

"Our March 20<sup>th</sup>, "First Look" will give audiences a peek at what may be next year's Oscar nominees." stated Adam Short, RIIFF's Producing Director.

"We'll be screening some amazing new work from all over the globe: narratives, animations, comedies, dramas, and documentaries," said Demetria Carr, RIIFF's Managing Director. "These are films that have been given an early acceptance to the Festival and have been scored highly by our community and professional judges.

"What are the names of the films? You'll need to attend to find out!" she added.

For added fun, the audience will have the opportunity to vote on which films should play at this year's Opening Night Gala Screening in August. RIIFF's Opening Night is once again slated to take place at the historic Providence Performing Arts Center (PPAC) in downtown Providence.

This year's "First Look" presentation will take place at 8:00 p.m. Doors will open at 7:30 p.m. and tickets can be purchased either online at the RIIFF website (<http://www.film-festival.org/FirstLook09.php>) or at the door.

Prior to the premiere screenings, RIIFF will host its very special "Birthday Party Blow-Out" which will feature hors d'oeuvres, refreshments and cake. The annual pre-screening party salutes Jon and Betty Jane Berberian, owners of the Columbus Theatre Arts Center and Lawrence J. Andrade, RIIFF Board member. The festivities begin at 6:00 p.m. The cost for the party is \$25 and includes the film screenings. An RSVP is required for this event only and can be purchased online or by calling the RIIFF office at 401.861.4445.

Sponsors for this event include *UFO Hefeweizen*, *MergingArts Production* and the *Providence Phoenix*.

The "First Look" screening is presented by the **Rhode Island International Film Festival** and its producer, the **Flickers Arts Collaborative**.

**THE WHO, WHAT AND WHERE OF IT:**

The film screenings of RIIFF's "**First Look**" **Premiere Screening & Celebration** will take place at the historic Columbus Theatre Arts Center, (270 Broadway) in Providence.

**Date:** Friday, March 20<sup>th</sup>, 2009.

**Times:** The pre-screening party at 6:00 p.m. The film will screen at 8:00 p.m.

**Cost:** Tickets for the 6:00 p.m. **Party/Reception** and film screening are \$25 (*students with a valid ID will be offered a discount \$15/ticket.*)

**General Admission** for the movie *alone* at 8:00 p.m. is \$10.

All proceeds generated by the screening will be used for the planning and production of RIIFF's 13th Annual Season. RIIFF is a 501-C(3) non-profit organization. *All contributions are tax deductible as allowed by law.*

The Rhode Island International Film Festival is generously supported by *WJAR TV 10, The City of Providence, the Providence Tourism Council, Clear Channel Communications, Columbus Theatre Arts Center, Newport Vineyards, Amtrak, the University of Rhode Island* and individual contributions.

**ABOUT THE RHODE ISLAND INTERNATIONAL FILM FESTIVAL:**

The **Rhode Island International Film Festival (RIIFF)** discovers and empowers filmmakers. Held in Providence, and locations throughout the state of Rhode Island, RIIFF is one of only a handful of festivals worldwide that is a qualifying event for the Academy Awards (i.e. "Oscars"). RIIFF incorporates gala celebrations, premiere screenings, VIP guests, industry seminars, educational programs, and award ceremonies into a weeklong extravaganza. Cited as one of the "Best International and Short Film Festivals in the United States," RIIFF is New England's largest film festival, screening a record 200 films. Its innovative programming, cultivated industry ties, and loyal audiences have made the Festival a strategic and desirable platform for film premieres, drawing hundreds of independent filmmakers from around the globe. This year's Festival takes place August 4-9, 2009.

For more information, write RIIFF, PO Box 162, Newport, RI 02840. Telephone: 401-861-4445, e-mail: info@film-festival.org, website: www.RIFilmFest.org.

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